

The time for Affirmative Action is *now!*

It won't be long before women comprise half of Ontario's workforce. It's up to you the employer to benefit from this change.

**Ask yourself these questions**

- Is it beneficial to my organization to have women in only certain types of jobs?
- Can this organization afford not to consider women when recruiting for all jobs at all levels?
- Can this organization afford not to develop the potential of its women employees?

Many women have the skills and abilities that you need.

**Equal Employment Opportunity makes sense**

**and**

**sound Affirmative Action plans will make Equal Employment Opportunity happen.**

**The Women's Bureau provides the following resources to employers:**

- general Affirmative Action information kits
- films suitable for Affirmative Action seminars
- books, reprints and bibliographies on Affirmative Action
- Women's Bureau publications on Affirmative Action
- sample Affirmative Action plans, employee surveys and data-gathering forms.

Resource materials are available in these areas:

- goal-setting and timetables
- recruitment
- career development workshop guidelines
- job enrichment and bridging
- non-sexist language and communications
- job evaluation.



Ontario  
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Some employers worry about Affirmative Action. They think that Affirmative Action for women is:

- reverse discrimination
- arbitrary quota systems
- the promotion of unqualified women.

**Not true!**

**Affirmative Action is a program or series of activities designed to:**

- broaden career options for women
- compensate for past discrimination against women
- ensure that women are given opportunities to be promoted according to their abilities
- facilitate the entry of women into occupations traditionally held by men.

**True!**

Affirmative Action is also good business!

Affirmative Action can result in increased productivity and reduced turnover through the full utilization of the skills and abilities of women.

Affirmative Action can decrease recruitment costs by encouraging recruitment from within and expands the pool of job candidates.

**Affirmative Action  
And  
Equal Employment Opportunity  
What's the difference?**

Affirmative Action is needed to make equal employment opportunity possible.

Equal Employment Opportunity means that women have equal access to all levels and areas of the workplace.

This won't just happen through employer compliance with equal pay and anti-discrimination laws. Many well-intentioned employers are surprised to find that their personnel systems and procedures can screen out valuable women as job candidates. Sexually-biased employment systems persist from a time when discrimination against women was acceptable.

Special Affirmative Action measures are necessary if Equal Employment Opportunity is to become a reality.

**But, an Affirmative Action program can be ineffective and a waste of resources if you don't have:**

- Top level commitment to Affirmative Action that is well publicized to all managers and employers.
- A senior-level Affirmative Action coordinator to organize the program.
- Flexible goals and timetables established by the employer to monitor program effectiveness.
- Accountability by all management and supervisory personnel for the progress of the Affirmative Action plan.